



## Reverse Mortgage Candidates

Reverse Mortgages allow older homeowners the ability to use equity in their homes while they maintain residence. Candidates are 62 years or older and have sufficient equity in their home.

### Segments

3,385,000	Reverse Mortgage Candidates	\$80.00
1,130,000	Age 70-78	
1,469,000	Home Market Value \$200-500,000	
2,402,000	LTV less than 50%	
2,935,000	Single Family Homes	

Price per 1000 records is for single use of data. Call for additional usage.  
Order Minimum: \$200 plus Output Format Charges (up to 2,500 records)

### Description

The largest financial asset held by many seniors is the equity in their home. Reverse Mortgages allow them to stay in their home and receive income.

The Reverse Mortgage Candidates Leads file consists of homeowners:

- age 62+ \*
- with single-family homes, 2-4 unit properties, condominiums and townhouses \*
- loan to value 60% or less \*
- home market value \$100,000 or more \*

\* These can be narrowed to fit your exact requirements.

To further tailor leads for your program, you can add in requirements for income, length of residence, number of adults in household, date and amount of latest mortgage, and name of current lender.

The information on homeowners varies from location to location. Please call for your specific requirements

Data is compiled through public sources, advanced modeling, self reported and other proprietary sources.

The file is selectable by zip, state, county, radius or Congressional District.

### Additional Selections

Income	\$2.50
Net Worth	\$25.00
Number of Adults in Household	\$7.50
Car Make, Model or Year	\$10.00
Ethnicity	\$15.00
Variable Interest Rate	\$10.00
Current Lender Name	\$15.00
Date of Primary Mortgage	\$10.00
Mortgage Amount	\$10.00

Priced per 1000 records – Select charges apply toward \$200 minimum order

Reverse Mortgage Candidates – Continued

**Formats**

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

**Contact**

**ListAbility, Inc.**

**866-446-2055**

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